



## **CASE REPORT**

1. Complaint reference number	299/99
2. Advertiser	Unilever Australasia (Lipton Sun Tea)
3. Product	Food
4. Type of advertisement	Outdoor
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement comprises various scenes of a group of people drinking teas, interspersed with shots of the different varieties of Lipton Sun Tea bags. The group of people is shown riding an elephant, standing in a fountain holding umbrellas and driving in an open motor vehicle. In the latter scene, the vehicle is shown driving along a dirt road past a horse, which appears to be startled by the vehicle and becomes temporarily unbalanced in its gait. Throughout the advertisement, voiceover says ‘Get ready for a surprise ... the new land of tea ... very, very fruity ... go on, surprise yourself ... Sun Tea from Lipton – surprisingly fruity’.

## **THE COMPLAINT**

Comments that the complainant/s made regarding this advertisement included the following:

*“... I don’t see anything even remotely amusing that the poor horse gets a serious fright at the pleasure of inconsiderate humans and to me comes close to animal cruelty.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the scene involving the horse within the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.